

NEWS OF THE BLUES

DECEMBER 1960



Florida Blue Cross-Blue Shield Employee Publication



COVER: Jackie Hall, Telephone Information, (left) and Bonnie Parker, Transfers, try to "sweet talk" Santa into promising them many pretty things for Christmas. But, as we know, Santa's a wise old fella, and he just might not fall for their antics! We are grateful for the wonderful cooperation Shephard Decorating Company gave us in obtaining Santa for this picture.



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It's Not Such A Merry Christmas In Russia

Russian propoganda doesn't overlook a thing—it is even directed against Christmas. Says Krushchev: "There is no room in the modern Soviet for the religious superstitions which give meaning to the observance of Christmas."

A milestone in the Soviet onslaught on the Christmas joys of normal childhood was reached in the mid 1950's, when the Ministry of Light Industries for captive Eastern Europe decreed that "Children's toys may be produced for propoganda purposes only....dolls, teddy bears, and other toy animals must be dressed in uniforms of the Communist Party army, police or organized labor groups."

While this edict inflamed parents, it

inspired the toy makers. They marketed an ideological game called "Paths to Peace," which was widely distributed at Christmas time in public halls and schools by Father Frost, the Red substitute for Santa Claus.

Since the "Paths to Peace" game was bewildering even to mature adults, it definitely was not for children with below-average I.Q.'s. The tools of the game consisted of a map of the globe and six dice carved with colored peace doves. If, after a player cast his dice, he reached the capital of a "People's Democracy"—a Red-controlled country such as Romania, Bulgaria, Poland, Hungary, Czechoslovakia—

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Despite every pressure exerted against it, Christmas church attendance has grown to acceptability in Soviet satellite states.

Radio broadcasts from the Free World are tearing an increasingly larger hole in the Iron Curtain.



Annual Enrollment Meeting Reviews and Previews

November 11-12, the Enrollment, Hospital Relations, and Physician Relations forces met at Key Biscayne, Miami, for the 1960 Annual Enrollment Conference.

The two day meeting was planned and executed to perfection by Tom Stall-



Charles M. Mock, C.L.U., outlines in detail employee benefits.

worth, Enrollment Director, while Jim Hughes, Southern Regional Manager, handled the many details of accommodations and recreation facilities without a hitch.

The meeting could well have been given the title, "Review and Preview Conference," inasmuch as one day was spent reviewing the many benefits one enjoys because of their employment with BC-BS, while the second day was a preview of our new contracts.

Charles M. Mock, our insurance counselor, dominated the benefit review portion of the program with a point by point run down of benefits, from group life insurance, accidental death and dismemberment benefits, through workman's compensation, national retirement program, disability retirement, and accidental disability. In conclusion, he described a chart on which each man could work out his individual program which could be helpful in explaining to his wife what she could expect, should the unforeseen happen. Each man in attendance was given a personalized binder on which he could work out his own program and keep his personal

records. The impact of this session was brought home by Mr. Mock's concluding statement, ".....that if a man were to leave Blue Cross-Blue Shield, it would cost him \$1,369.77 to duplicate on today's market the benefits he enjoys through his present position."

Following the benefits review, Russell B. Carson, M.D., President of Blue Shield, spoke to the group. In essence, his remarks pointed out a successful past, a healthy present and future, that while promising, also called for a strong realization on all BC-BS employees that we must pull

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Bright and early Friday A.M. an attentive audience listens to Tom Stallworth, Enrollment Director, give a few words of welcome and unfold the busy schedule which will comprise the two day meeting.



At one of the three work sessions, Jack Bond, Central Regional Manager, reviews the new type "K" Blue Shield contract with Doyal Pinkard, Southern Physician Relations Representative, as his reference man.



Russell B. Carson, M.D., President of Blue Shield, commented on the future of BC-BS as a team endeavor.



J. W. Herbert, Assistant Director, labeled new contracts "first class coverage" for small companies in summary presentation.



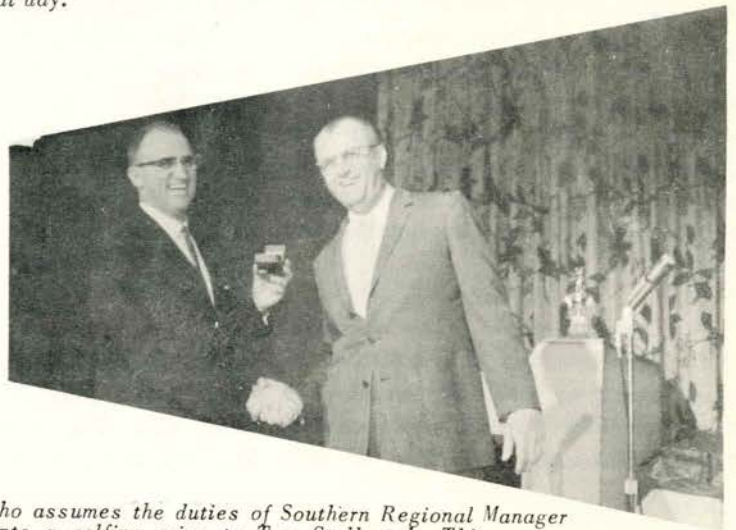
Joe McGurkin reviewed the new Small Group Preferred contract prior to directing one of the three work sessions Saturday morning.



Jim Hughes, Southern Regional Manager, who did such a splendid job of setting up the accommodations with the help of his Miami staff, took the podium to make several comments regarding the meeting schedule.



H.A. Schroder, Executive Director, wearing a comic hat which was presented to him as a humorous golf trophy after the evening banquet, presents a true golf trophy to Don Huguenot, winner of the golf tournament held earlier that day.



John Brothers, who assumes the duties of Southern Regional Manager January 1, presents a golfing prize to Tom Stallworth. This scene, which shows John as Master of Ceremonies of the after-dinner program Friday evening, gives us some understanding of why everyone enjoyed the evening's presentation.



Adding support to the Master of Ceremonies Friday evening was Mal Stuart, Tampa Branch Manager, with his deft handling of the keyboard.

PROGRESS REPORT ON NEW BLUE CROSS-BLUE SHIELD COVERAGES

In the history of Blue Cross and Blue Shield there is a story of steady progress which again comes to the fore in current developments.

Today's progress report takes on three new aspects:

(1.)...A uniformity in Blue Shield coverages which lengthens the 48 hour Emergency Room Service to 72 hours on all Blue Shield contracts. And, secondly, the removal of waiting periods for new borns on all Blue Shield contracts. Formerly, there was a 14 day waiting period on the standard "J" Blue Shield coverage for new borns.

The second aspect of our report is (2.)...The lowering of enrollment requirements on the Preferred Blue Cross contract from 15 employees for Special Preferred coverage to only

five employees. This means small groups can now enjoy the excellent protection of our Preferred contract under what we shall be calling out Small Group Preferred contract. This program became available to the public for the first time this month.

And equally important is the news that (3.)...A new Blue Shield contract is in the offering. It upgrades many of the benefits of our present type "J" Blue Shield. The schedule of benefits to begin with offers higher allowances for its over 1,800 surgical procedures. Formerly, under the "J" Blue Shield, the maximum on a surgical operation was \$250. The new contract increases this to \$333.

On in-hospital medical visits the "J" Blue Shield pays \$10 starting on the third day. The new coverage offers \$12 beginning on the first day for a

doctor's visit.

Probably one of the most impressive new additions in this new type "K" Blue Shield is the inclusion of payment for combinations of doctor care in the hospital. On "J" Blue Shield, the \$250 maximum had to satisfy all doctors on the case. On type "K" Blue Shield, a subscriber can reach a maximum of \$800 for such combinations of care by various doctors.

New sales literature, outlining the benefits of these new coverages in detail, are available either in Personnel or through your department manager. We suggest you look into the new coverage your Blue Cross-Blue Shield Plans are now making available to the public.



Charlie Webb, Administrative Assistant to Enrollment Director, and head of the Department Managers' Information Committee, makes a report on the new coverages at a recent Department Managers Meeting. The meetings are held every third Wednesday of the month.



FLORIDA BC-BS SPONSORS

"HEART" TELEVISION FILM

Florida Blue Cross-Blue Shield sponsored "The Second Heart," a program delving into the miracle of open-heart surgery, November 28, over WJXT.

The 30-minute film was the first in a series of WJXT's "Project Four" TV shows. This particular program revolved around Julie, an 11-year-old composite heart patient. It explained how her heart defect came to pass, how it was discovered, how it was carefully diagnosed, and how she was scheduled for surgery here in Jacksonville.

The highlight of "The Second Heart," and about two-thirds of the body of the program, dealt with the actual surgery itself. As shown in the picture above, actual films of the operation were taken and shown on the show.

One of the most vital procedures of the of the operation was the use of the so-called heart-lung machine which became the patient's "second heart."

Knowing Your Board Members . . .

Blue Cross Board Member, Edward Jelks, M.D. (pictured at the right) is a retired Surgeon, who lives here in Jacksonville. Dr. Jelks has called Florida his home since 1915. His original home is Hawkinsville, Georgia. An A.B. degree from Mercer University and a medical diploma from John Hopkins comprise Dr. Jelks' educational background. His activities include membership on the Duval County Hospital Board; Florida Medical Foundation; Ex-President Florida Medical Assoc.; and Ex-President of Jacksonville Historical Society. His hobbies are reading, music, traveling, and at one time played quite a bit of golf.



William C. Roberts, M.D. (pictured at the left), an Obstetrician and Gynecologist specialist in Panama City, is a member of the Blue Shield Board. His college training was received at the University of Alabama, and then later at the University of Tennessee, where he received his medical degree. McWilliams, Alabama, is the birth place of Dr. Roberts, who has been in Florida 28 years. The father of one son, Dr. Roberts is the Director of The Florida Cancer Society; a member of the St. Andrews Bay Yacht Club; Panama City Country Club; and attends the Methodist Church. His hobbies are hunting, sailing, golf, baseball, and bird dogs.

A baby orchid in his lapel is the trademark of Walter C. Jones, M.D. (pictured at the right), a Miami Surgeon. Since raising orchids is a hobby of this Blue Cross Board Member, one can understand why he always wears an orchid. Dr. Jones is a graduate of Meridian College and Emory University, where he received his medical degree. A native of Waverly Hall, Georgia, Dr. Jones has been a Florida resident for 38 years. He is President-elect of the Southeastern Surgeons Congress and Past-President of Southern Medical Assoc. He is also Past-President of the Florida Medical Assoc., and Past President of the Dade County Medical Assoc. He holds membership in the American College of Surgeons and Southern Surgeons Assoc. Golf and fishing are also hobbies of Dr. Jones, who has two sons and two grandchildren.



HAPPY PEOPLE HAVING FUN!!



Dick Hadaway and his wife sway with the music.

These pictures prove one thing.....everybody had a wonderful time at the Employees' Club Dance November 5. Some 350 employees and their guests danced to the music of Al Greene and His Orchestra in the Mayflower Hotel Ball Room.

It was the perfect climax of a successful afternoon of football for Florida Gator rooters!



Mabel Fleming and her husband look like they're doing the polka!



Aline Winchester and husband—Wonder what song he's singing to her?



Ena Gain and her husband were really cutting a rug at the November dance!



Marie E'Dalgo and her husband grin real big for the cameraman.

No cha-cha here, just chit-chat for Sally Sadler and her husband!



Below, that's Jane Halter and her husband who are all smiles. In the background we see Beulah George and her husband.



(Continued from Page 1)

he won a point. But if he reached a Western capital, he lost all his points. He was even worse off if he landed in Washington, D.C.—he was thrown out of the game! One capital significantly missing was Belgrade, because Communist officials who censored the game during its initial production could not decide whether landing in the Yugoslav capital was an advantage or not. Presumably, an improvement in diplomatic relations with the Yugoslav leader Tito might some day put Belgrade back on the map.

Humor As A Weapon

Though Christmas is generally a drab affair behind the Iron Curtain, there are signs of hope poking up like crocuses through the hard crust of Soviet repression. Shortages in the stores around Christmas time come in for ridicule in the Polish press. A cartoon in a Warsaw newspaper showed an angry crowd jamming round a depleted toy store counter before Christmas. Stuck in the throng are two department store St. Nicholases, and one says to the other: "One must be a saint, indeed, colleague, to stand this."

Humor is one of the few weapons that the Davids of the press in the captive lands have to combat the humorless Goliath of the Party propaganda machine. While the church press continues to expound the Christian doctrine of the birth of Christ, its efforts are usually rigidly controlled. The Party press tends either to omit mention of Christmas or stress its wordly or social aspects.

Free World Pressure

The captive press does what it can to needle the Communists from within, while strong assaults on the Iron Curtain come from the outside. Radio broadcasts from the Free

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BC-BS Has Booth For First Time

For the first time, Florida Blue Cross-Blue Shield had a booth at the Greater Jacksonville Agricultural and Industrial Fair, which ran from November 9-19, in the Gator Bowl.

It was estimated 120,000 people visited the fair this year. Our exhibit was located underneath the stands just adjacent to the large tent which housed the Health Pavilion.

Many Blue Cross-Blue Shield employees contributed their time to manning the booth and answering any questions that visitors might have about Blue Cross-Blue Shield. If he was unable to answer the question, the person's name and address was taken and the question was turned over to the Public Relations Department.

A total of 31 employees took turns of manning the booth from one in the afternoon to 11 o'clock each evening. People in neighboring booths commented on how nice all the people from BC-BS were. One lady was so impressed, she said she is thinking seriously of trying to get a job here. The volunteers included: Hal Adams, John L. Bentley, Betty Collins, Dave Coyner, Jim Dean, Ina DeVane, Claudia Fortwengler, Everett Frazier, Jim Geer, Jim Gibbons, Ernie Gibson, Mattie Godwin, Dick Hadaway, Jim Hopper, Bill Hubbard, Johnny Johnson, Amelia Kelly, C.O. Langston, Dave Mancini, Jerry Marshall, Margaret McPhaul, Dot Page, Gene Parr, Frances Patrinely, Helen Perkins, Cecil Rivers, Arnold Semanik, Dick Thalleen, Don Vassar, Charlie Webb, and Jimmy Williams.

PERSONALITY OF THE MONTH

BRUCE LYNES



Gardening is one of Bruce's favorite hobbies. Here, we see him admiring some of the beautiful oranges on his tree at his West Palm Beach home.



Bruce Lynes and his family wish everyone a very Merry Christmas.

Our Personality for this Holiday Season is a man who has been a Sales Representative in our West Palm Beach branch office for the past 13 years.....Bruce Lynes!

Bruce and his wife, Muriel, who have been Florida residents for 15 years, have three children. Linda, age 16, is an honor roll student at Forest Hill High School, where she is Junior Class Editor of the school yearbook.

Fifteen year old Bruce, III, likes sports of all kinds. Bruce says that this past summer he was on the baseball team that won the Pony League Championship of Palm Beach County. Then, there is the baby, Bobby, who is only one year old. The family also has a part miniature collie dog, named

"Lady."

Bruce was born in Wagar, Alabama. He attended State Teachers' College in Alabama, and Howard College in Birmingham.

His family enjoys doing things together. They attend the Baptist church in their area and take trips to see different points of interest. He and Muriel are quite active in P-TA activities. Bruce is also a member of the Chamber of Commerce.

Our Personality's hobbies are gardening and history. He says his project for the coming year is to become a golfer and maybe win the trophy that Mr. Schroder is offering for the best golfer.



Russian Christmas

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World are tearing an increasingly larger hold in the Iron Curtain. For the past 10 years, 76 million people in the conquered countries have relied on Radio Free Europe's broadcasts as their strongest day-and-night link with the Western World. And for the sixth straight year, The Lutheran Hour's annual Christmas broadcast will be beamed from radio networks in Russian satellite countries. This year the message of Christ will be broadcast over networks in Czechoslovakia, East Germany, Hungary, Poland, Romania, and Yugoslavia, as well as other lands throughout the world. Dr. Oswald Hoffman, regular Lutheran Hour speaker, will read the Biblical account of the Savior's birth and will offer a Christmas prayer to conclude the special world-wide broadcast, which will be sent to about 55 countries in 30 languages.

Father Frost

Father Frost, the Soviet answer to Santa Claus, is a flat-stomached male athlete, sometimes bearded but mostly not, whose muscularity is demonstrated by the fact that he can drive his red sleigh apparently with greater skill than the mythical "eight reindeer." But for all his physical prowess, his career has been spotty. Forcibly introduced into the satellite countries between 1950 and 1952, he was passively assimilated in Bulgaria, totally rejected in Hungary, and merely tolerated for three or four years by the Poles who then threw him out with the rest of the trappings of Stalinism.

The Soviets will doubtless continue trying to put a "frost" on Christmas in the satellite countries, but such forces for truth as the Free World's radio broadcasts and the undying spirit of freedom among the conquered peoples show signs of thawing the cold front presented by the Iron Curtain.

10 YEARS

Julia White



Julia White, former editor of NEWS OF THE BLUES, celebrated her 10th year of employment December 11.

When Mrs. White began working for BC-BS 10 years ago, it was going to be just for a couple of weeks, but it turned out the Mail Room became busier and busier.

Mrs. White and her husband, Roy, have three children. Daughter Jane works at the Atlantic National Bank. Their other daughter, Rose, is employed by Southern Bell, while their only son, Nick, works for the Orlando Sentinel-Star.

Mrs. White and her family have been Jacksonville residents for 22 years. She is originally from Junction City, Kentucky.



5 YEARS

Veronica Wright

A candidate for Five Year Club membership is Veronica Wright, from Accounting, whose anniversary date was December 12.

Veronica is a New Yorker, hailing from Jackson Heights. She and her husband, Pat, moved to Jacksonville in 1946. Their 13-year-old son, Pat, Jr., was born here. Veronica says they classify their black Cocker, named "Yankee", as a member of the family, too.

Being such a meticulous housekeeper, she has the perfect hobby.....collecting nick-nacks of all types.

10 YEARS

Arlene Mikell



Mrs. Arlene Mikell, also a Mail Room employee, will be celebrating her 10th year of employment December 27th.

Mrs. Mikell, who lives with her mother, Mrs. E.A. Streling, came to Jacksonville 30 years ago from her hometown of White Oak, Georgia.

Mrs. Mikell's main hobby is her flower garden. She also takes pride in her banana tree, which presently has a stalk of bananas on it. A member of the North Shore Christian Church, she is Treasurer of the North Jacksonville Civic Club. She is also Past-Noble Grand of the Florida Rebekah Lodge, No. 1.



ENROLLMENT, by Marion Fisher

Ron Dorr and his wife, Joan, spent their vacation driving up to Iowa visiting friends and relatives. Ron says the highlight of the trip was seeing his home team The University of Iowa play the University of Oregon.....The Miami Office is happy to welcome back Joyce Powell so soon after she had her baby.....Marion and Bob Fisher had an enjoyable trip over Thanksgiving, visiting with friends in Palmetto on the Manatee River.....The Jim Hughes Family spent Thanksgiving with his wife's father in Leesburg. Jim spent most of the time on Lake Harris with a fishing pole in his hand and son, Jimmy, went hunting.....Doyal Pinkard and his family visited in Atlanta, where they took in the Georgia-Georgia Tech football game.....Geraldene Roberts got a good start on her Christmas shopping by flying to Nassau over Thanksgiving to be with her Husband's family.....John Brothers spent most of Thanksgiving week at the Key Biscayne Golf Course.....Eleanor Williams is busy making plans for her wedding to Michael Criscitiello on the day after Christmas. The wedding will be at the Church of the Little Flower.....Eveline and Eugene Graves had relatives down from Brunswick, Georgia, to be with them over the Thanksgiving Holiday... ..Phil Stackpole will be in New Hampshire over the coming Holidays for a two week's visit with relatives... ..Sonny Winslow was in Albany, New York, over Thanksgiving. Fritz Longley and family are probably on their way to Louisville, Kentucky, and Chicago by now for a Holiday visit to his parents and his wife's.....Charlotte Brownfield is thrilled about her son, Tom, driving down from Canton, Ohio, where he is in high school. Tom will spend his Christmas

vacation with Charlotte.....We hear Jim Moore is busily building a dog house for his new Beagle dog. Should make a nice Christmas present for the pup!.....The Bob Shoffners drove to Leesburg Thanksgiving to be with his wife's relatives. John Bradberry and his family enjoyed Thanksgiving Day with his aunt in Greenville, Florida.....Art Lentz and his family went to Orlando to be with Mrs. Lentz's parents Thanksgiving weekend.....Effie Cureton and her sister, Elizabeth, joined their other sister, Mrs. Claude Pichard, for Thanksgiving Day.....Clyde Sauls spent Thanksgiving in Monticello with his family, where he found time to do a little hunting.....Mary Olah had a quiet Thanksgiving Day. Did you hear what happened to her recently? She struck up an acquaintance with a gentleman at St. Thearsa Beach and didn't realize until after he had left that it was Governor LeRoy Collins!

MEDICARE, by Kay Goodell



With the hustle and bustle of moving into their new home in Green Cove, Pat and Don Rinn will be having guests, too. Don's parents and his aunt and uncle will be arriving soon from Midland, Michigan, to spend the Holidays with them. Incidentally, they also tell us they are expecting their first baby in May.....Rita Gillespie is also excited about Christmas! Her son, John, who is attending the seminary in Washington, Ohio, is home for the Holidays. He's had excellent grades his first semester...all A's! They are also proud of their daughter, Janet, a member of the Englewood High School Chapter of the Senior National Honor Society.....Gen Hentz's son, Rodney, is also

home for the Holidays. He is a freshman at Davidson College.



TRANSFERS, by Estelle Audet

Brenda Hammonds spent a recent week in Atlanta, doing some Christmas shopping and visiting relatives... ..Mildred Braddock's vacation trip to Baltimore was wonderful, despite the cold weather. She and her two brothers had a reunion there for the first time in almost 10 years.....Estelle Audet is making last-minute plans for her flight to her home in Massachusetts to spend Christmas with her parents. She says her mother has put in a special order for snow!... ..Gwen Jarvis journeyed to South Carolina to help welcome a cousin's German fiancée to this country and help her get adjusted to the American way of life.....Noticed Geneva Rogers sporting about in her 1955 blue Ford? She says it runs "like a top.".....Maxine and William Wilkes were among those joyful rooters, cheering on the Florida squad at the Gators' Homecoming Game.

SURGICAL CLAIMS, by Barbara Blackstone



After being away from the office for three and a half months, due to illness, it's good to welcome back Sue Coverdale.....Carol Smith spent Thanksgiving with her parents

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in Ludowici, Georgia, and will be going back up for Christmas, too..... Clara Meide had a very special Thanksgiving, since her grandfather, Allen Tammous, from Detroit, was able to come down and be with her parents for the first time in four years.....Ena Gain's parents were with her and the family on Thanksgiving. Also, Ena says that her dog that had surgery last month isn't doing too well.....Barbara Blackstone enjoyed playing hostess to two friends of hers, Mr. and Mrs. Robert Hyatt, on Thanksgiving. She said she really enjoyed preparing the turkey and all the trimmings!.....Lettie Hall's daughter, Sandra Shore, gave birth to a 7 lb. 6 oz. boy, Thomas Lewis.....Rachel Holcombe vacationed in South Carolina last month.....Clara Rose will be home next week, making

ready for Santa's visit to her son, Skipper.....Mary Hill is still talking about the wonderful time she had in Homa, Louisiana, during Thanksgiving week! She was the house guest of Richard Gagneaux and his family.



RECORDS, by Judy Hancock

The department will have its annual Christmas Party this Saturday night, December 17, at Moore's Restaurant. A delicious dinner and the traditional exchanging of gifts will highlight the evening's festivities.....Barbara Daniels will marry George Masters December 31, at the Church of Christ Catholic Church. She will return to St. Louis with him where he is a dental student.....Ruth Kicklighter's father, who is from Cleveland, Tennessee, will be spending Christmas with her and the family.....Judy Hancock will be going to Ft. Knox, Kentucky, to visit her family over Christmas.....Ann and Ed Corcoran are excited about spending their first Christmas in their new home in Cedar Hills Terrace.....Garnie Burrough spent Thanksgiving week with her mother in West Virginia.

..Judy Durrance spent the day with friends in Wildwood.....For the first time in her life, Louise Atkinson had Thanksgiving dinner out, then attended the Lee-Jackson game.....Peggy and Roger Anderson went to Live Oak, where Roger went hunting and really bagged the quail.....Glenda Dempsey and husband, James, hunted in Cross City and came home with plenty of squirrel.....Lillian Purcell and family enjoyed having her sister up from Miami.....Mary Bell spent Thanksgiving week in Birmingham with her parents.....Leon Braden had a wonderful two weeks in Washington, D.C., visiting friends.....Martha and Bill Harvey spent their recent vacation in Marthan Shores on the Florida Keys. They were spectators at the annual sail fish tournament.....Carolyn and Johnny Taylor are the proud owners of a new home in Normandy Village.....Virginia Turner was not with her husband, George on Thanksgiving. He traveled to Hollywood, Florida, to give their neice in marriage.....Beverly Allen had a delightful vacation up in New York. She, her mother and father-in-law, and daughter, Bonnie, made the long drive together.



It seems like old times for Fran LaVerne (left) and Judy McGaffick to be taking a coffee break together! While in nurses' training in Ohio, the girls became close friends while obtaining psychiatric training at Dayton State Hospital. Fran even helped Judy make plans for her wedding. In the three years that passed since their last meeting, many things have changed. Judy has an 8 month old baby and Fran was married last August. They are pleased to be working together in Claims.

SUBSCRIBERS SERVICE, by Martha Harvey



Thanksgiving was celebrated in a variety of ways in this section! Sue and George Miller visited their families in Barrett, West Virginia.....



TELEPHONE POOLE, by Eunice Turner

Marie and Billy E'Dalgo have done quite a bit of entertaining lately. Howard and Bessie Land were their houseguests the weekend of the Florida-Georgia game and went with them to the company dance that night. They also had relatives from Nashville, Georgia, with them on Thanksgiving.....This will be the first Christmas for Susan and Raymond Williams in their new home in Arlington.



Not only is Western Union courteous to its customers, but to those who help them in their business. The girls in the wire room recently, received this five pound "Candy-Gram", along with a nice telegram, saying how much Western Union appreciated their good work and cooperation. Left to right, they are Noma Higginbotham, Sally Sadler, Loretta Parnell and Del Detrick.

first time in five years, she will be with her family.



Lorraine Tovey's daughter, Beverly, is shown with her date, Cadet Bill Douglas, at the October 28th Citadel Ring Hop. Lorraine is in our IBM Key Punch section.

HOSPITAL CLAIMS, by Connie Coniaris



Grace Terry's mother is here from Ft. White to visit with her for the Holidays.....Joining in on the Homecoming festivities at the University of Florida were Edith Bowden and Jamie Mullis and their spouses... ..Jean and Frank Ganas just recently purchased a new home..... There is going to be a wedding next month. Janice Phillips will marry John McCorvey.....Noma and Johnny Higginbotham are very happy about the coming of their first baby in April.....Loretta Parnell was recently transferred to the Wire Room.. ..Vacationers last month were Elva Batten, Grace Baty, Connie Coniaris, Jean Ganas, Elizabeth Lees, Mac McPhaul, and Dot Page.... ..Linda Strickland and Grace Terry represented the department at

the recent Hospital Relations Meeting, held at the Mayflower Hotel.



IBM, by Louise Perkinson

Helen Pollock's son, Dick, is home for the Christmas Holidays from Auburn College.....Nell Gardner is planning to spend Christmas with her son and his family in Charleston, South Carolina.....Lorraine Tovey and Gertrude Towery will spend next week at home, making last-minute preparations for the big day.... ..Louise Perkinson is planning to spend Christmas at home, but hopes to go up to Virginia to visit a few days with her husband's family.. ..This Christmas will be even more special to Freda Story. For the



PRINT SHOP, by Ernie Holz

The Gary Bowdens now have a daughter! She was born November 4, and they named her Cheryl Lynn..... Lambert Eulenfeld spent Thanksgiving week with relatives in Mobile, Alabama.

SERVICES, by Julia White



Carver Ricketson spent Thanksgiving weekend with his parents in Baxley, Georgia.....Arlene Mikell took a trip through central Florida and visited relatives in Orlando.....George Howell will be leaving December 18, for a period of six months, when he will serve in the Air Force. The first month will be at the Lacklan Air Force Base, Texas, then he'll be based in Denver, Colorado, for the rest of the time.

NEW EMPLOYEES

Clyde Sauls,
Panama City Office

Daniel Edgington,
Miami Office

Philip Rathgeb,
Miami Office

Charles Faulkner,
Miami Office

Marilyn Gillet
Sarasota



Carlene Durrance
Billing

Helen Shaw
Contracts

Keep
Smiling!

Dental decay is America's most common disease (one person in every eight has no teeth at all) yet few realize how common the problem is, how early it begins, and what can be done to avoid it.

Any dentist can tell you that nature designed man's 32 teeth to last a lifetime. But the average American, at age 30, has only 12 healthy, unfilled teeth. The average 21-year-old has five teeth missing. Over 50% of us had at least one cavity when we were only two years old.

Annual Enrollment Meeting Reviews and Previews

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together and maintain the beliefs and doctrines on which Blue Cross and Blue Shield were founded. "Good communication between the Plans, the doctors and hospitals, and the public was our strongest tool," said Dr. Carson.

The second day began with Executive Director H.A. Schroder introducing the new Blue Cross Small Group Preferred contract and new Type "K" Blue Shield contract. In his introduction, Mr. Schroder emphasized that these new coverages had a great advantage in the fact that they gave us a much greater uniformity in our coverages.

J.W. Herbert, Assistant Director, followed with a more detailed review of the intent and advantages of these new coverages, labeling them first class protection, the likes of which have never before been available to small companies from any carrier. In his presentation, Mr. Herbert also reviewed the Federal Employee conver-

sation contract, Type "H" contract, for persons who leave Federal Government employment, and, consequently, their Federal Government BC-BS coverage. This conversion contract is guaranteed renewable as specified by the government, Mr. Herbert pointed out.

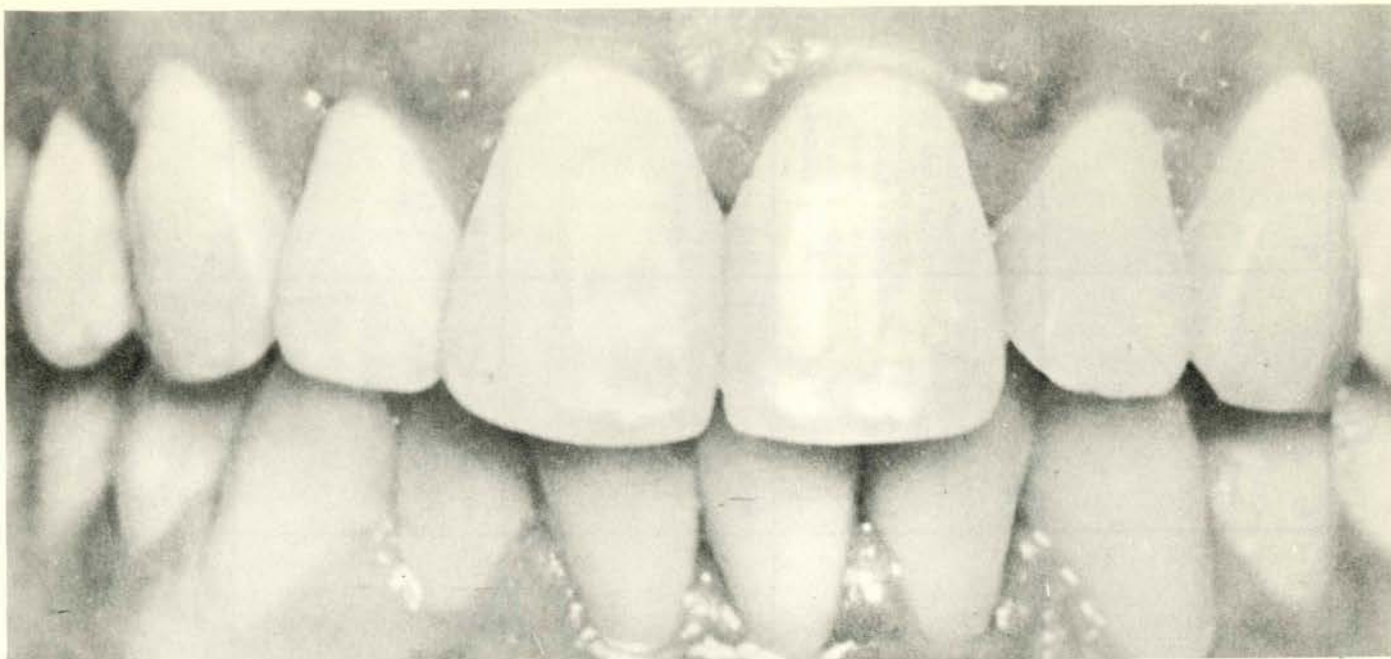
Following the introduction and explanation of our new coverage, the meeting broke up into three work sessions, at which time the three Regional Managers presided, while a Physician Relations Representative reviewed the Type "K" Blue Shield contract, item by item. Joe McGurkin, Northern Regional Manager, and Whalen Strobhar, Central Physician Relations Representative, guided one group. Jack Bond, Central Regional Manager, and Doyle Pinkard, Southern Physician Relations Representative, headed a second group. Southern Regional Manager, Jim Hughes, and Dave Coyner, Northern Physician Relations Representative, guided a third group through the details of the contract.

Fifteen out of 100 of us wear artificial dentures, and another 20 out of 100 don't wear them but should. Moreover, though dental science has been making huge strides, dental problems are increasing!

Why all the trouble? Dental authorities point to two key omissions. First, two out of three people haven't been to their dentist's for three years or more. Second, though regular brushing is the most effective weapon against tooth decay, only one person in four brushes his teeth regularly, and 65% of people don't brush at all!

According to information compiled by experts at the Pro-phy-lac-tic Brush Company, it is likely that over 100 million teeth, now healthy and strong, could be saved from the "pliers" if only people would adopt these "do's" and "don't's."

DO rinse your mouth with water after every meal.



DON'T get the idea, if a toothache goes away before you see a dentist about it, that the problem is ended. The tooth will get worse until it is made better.

DO introduce children to the dentist at age three. If you wait until the child has a toothache, he'll tend to associate the dentist's office with pain—and hesitate to make appointments later in life.

DON'T moan to all your friends when you learn that a tooth requires extraction; your words may make them postpone their dental visits.

DO massage your gums when you brush your teeth.

DON'T brush too hard; it may give you the feeling of "a job well done," but it can mean damage to teeth and gums.

DO make sure you're using the right brushing technique; many people favor one side of their mouth when they brush, but are completely unaware of this. Give your dentist a demonstration so that he may correct any flaws in your technique. The up-and-down "sweeping motion" is best.

DON'T keep your toothbrush after bristles become soft and non-resilient, or begin to wear down, break off or shed.

DO schedule regular visits to your dentist, and let him suggest how often you should visit instead of using a calendar system.

DON'T eat too many sweets between meals, for candy turns into the acid that is implicated in tooth decay.

DO drink at least a pint of milk a day, and take vitamin pills daily if you are not sure that your daily diet provides all the vitamins you need.

DON'T blame Grandma if you have poor teeth. Heredity does play a role in tooth development, but proper diet and dental care are just as important. When bad teeth "run in a family," so, usually do bad habits of dental hygiene.

Here are some amazing facts that were also included in this report:

Six hundred years ago, in Europe, the shape of your teeth would have been taken as a surefire indication of your

character. The Germans believed that long, sharp teeth bespoke a jealous, treacherous nature. The English applauded broad front teeth as signs of generosity. The French admired straight teeth, for they were believed to be a sign of an orderly mind. All citizens of that day looked askance at teeth with spaces between them—proof of a lecherous nature.

Teeth are one of the most nearly indestructible parts of the human body. The 300,000-year-old Java Man was discovered with a tooth still in his head.

Pity George Washington—the Father of Our Country had to wear false teeth made of wood. One story goes that the thin-lipped expression in the famous Gilbert Stuart portrait was that his dentures never fit very well.

One of the best of all modern toothache pain-relievers is also one of the oldest: common aspirin.

Eight hundred years ago, every well dressed gentleman always carried his own tooth pick—sometimes on a chain around his neck, but more often as part of an elaborate set that included tweezers, knife, fork and spoon, and a hunting whistle.

JANUARY - 1961

<i>Sunday</i>	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>
1 <i>Carolyn Smith</i>	2 <i>Beverly Allen</i>	3	4 <i>Stewart Coleman</i>	5 <i>Grace Terry (5)</i> <i>Lydia Gregory</i>	6 <i>Cinda Mosley (2)</i> <i>Genny McCarrick (1)</i>	7
8 <i>Mary Olah</i>	9 <i>Geraldene Roberts</i>	10 <i>Pat Butler</i>	11 <i>Lois Hatton (1)</i> <i>Pauline Howard (1)</i> <i>Carol McDonald (1)</i> <i>Lois Turbeville (1)</i> <i>Pearl Thompson</i>	12 <i>Jean Gibson (6)</i>	13 <i>George Howell (5)</i> <i>Jeanette Hall (4)</i> <i>Jo Baggett</i> <i>Pat Locke</i> <i>Gerald McNair</i>	14 <i>Adele Graham (9)</i> <i>Veedy Rice (7)</i> <i>Katie Kight (4)</i> <i>Carver Ricketson (3)</i> <i>Odele Brock</i> <i>Jim Gibbons</i> <i>Jane Halter</i> <i>Jimmy Williams</i>
15 <i>Jack Baker (10)</i> <i>Helen Pollack (10)</i> <i>Charles Faulkner</i> <i>Jim Moore</i>	16 <i>Ona Myrick</i>	17 <i>Joe Stansell</i>	18 <i>Virginia Turner</i>	19 <i>Edith White (5)</i> <i>Ena Gain (1)</i> <i>Brunetta Griffith (1)</i> <i>Lettie Hall (1)</i> <i>Bertha Polster (1)</i> <i>Geneva Rogers</i>	20 <i>Beulah George (8)</i> <i>Ann Chittick (2)</i>	21 <i>Loretta Parnell (3)</i> <i>Frances Tiffany</i>
22 <i>Earl Abercrombie</i>	23 <i>Arlie Emsley (5)</i>	24 <i>Margie Sauls</i>	25	26	27 <i>Peggy Hinds (1)</i>	28 <i>Bruce Lynes (13)</i> <i>Frazier Sincalir (4)</i>
29 <i>Bruce Lynes</i>	30	31	<i>Names with numbers beside them indicate an anniversary and the number of years with the Plan. Names without numbers are Birthdays.</i>			

Vice President Richard Nixon, as seen at the Key Biscayne Hotel. The Vice President was vacationing there with his family at the time of our Sales Meeting, November 11-12. Bill Markey, St. Petersburg Representative, snapped this picture as Mr. Nixon shook hands with Joe McGurrin, Northern Regional Manager.



